

4. Industrial Project Area

4.1 Project Area Description

The Industrial Project Area consists of approximately 3,000 acres of land to the southwest of Interstate-880 (Nimitz Freeway) in the vicinity of the Auto Mall Parkway, Fremont Boulevard, Mission Boulevard, and Dixon Landing Road freeway interchanges. See Figure IV-4A for a map of the Industrial Project Area.

The Industrial Redevelopment Plan was established in 1983, primarily to provide an additional local financing mechanism to fund improvement of the four interchanges along I-880 that serve the Project Area and surrounding industrial land. In 1993, the Agency and the City reaffirmed the blighting conditions in the Project Area and undertook a major Plan Amendment to increase the amount of tax increment revenue available to fund the blight-alleviating interchange improvements. In 1998, the Plan for the Industrial Project Area was amended as part of the *Redevelopment Plan Amendments and Merger Program* that allowed for the merging of financial resources from all four Redevelopment Project Areas to support the Agency's overall redevelopment program for the City, including the completion of regional transportation and economic development projects planned for the Industrial Project Area.

4.2 Redevelopment Plan Goals

The Agency will focus on the following general goals of the Project during the Implementation Period:

- To provide for the residents of Fremont a balance between housing and job opportunities.
- To enable the full development of the Project Area as called for in the General Plan without the intolerable levels of traffic congestion and attendant environmental problems that have plagued rapidly expanding industrial areas in some other parts of the Bay Area and elsewhere in California.
- To ensure full utilization of the existing public infrastructure, including the regional highway network, railroad and mass transit systems that already provide excellent service to Fremont and that make Fremont a logical growth corridor for regional development.
- To promote centralized industrial development within the region, thus avoiding the premature spread of development to less accessible areas on the region's fringes with attendant increases in commuter travel times, energy consumption, air pollution, and absorption of prime agricultural lands.

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- To retain and attract high-growth, clean industries to the benefit of Fremont, the Bay Area and the entire State of California, thus avoiding the loss of such desirable industries to aggressive competition from Sunbelt and other states and abroad.
- To expand and improve the community's supply of affordable low and moderate-income housing through the use of a portion of the tax increment revenues generated by the Project as mandated by the Redevelopment Law, and through development of the Affordable Housing.

4.3 Implementation Plan Programs

Program 1. Invest in Public Infrastructure

The Agency will make strategic investments in public infrastructure to help stimulate private investment in the district.

Objectives:

The following specific objectives of the Project will be priorities during the Implementation Period:

1. Working with Caltrans, the City of Milpitas and other governmental bodies, the Agency will undertake major improvements to the four Interstate-880 interchanges serving the Project Area. These interchanges will be upgraded to a capacity level capable of properly serving the private development envisioned for the area.

Projects

As funding permits, the Agency will implement the following projects during the Implementation Period to improve circulation and transportation deficiencies:

- Assist in financing the completion of improvements to the two Interstate-880 interchanges (Mission Boulevard and Dixon Landing Road) and related improvements (e.g. Warren Avenue grade separation project).

4.4 Elimination of Blight

The projects proposed during the Implementation Period will reduce blight in the following manner: Public infrastructure will be improved through Program 3 (Invest in Public Infrastructure) projects. These projects will increase the economic viability of the Industrial area, enhance accessibility, and encourage new construction in the project area.

5. Summary of Non-Housing Projects

The tables below show the list of Priority and Other projects proposed by the Agency in Niles, Irvington and Centerville redevelopment project areas. Table 5-1A identifies a list of priority projects the Agency proposes to implement under each major program area as described in Sections 1-4 above. The Priority Projects are projects the Agency proposes to implement during the next five-year period, as funding becomes available. These projects would be considered for funding subsequent to state budget action and greater certainty regarding the Agency's commitment to the two major Infrastructure Projects – the Washington Boulevard Grade Separation and the Interstate 880 reconstruction.

Table 5-1A

Priority Projects

Program 1: Support Enhanced Performance of Business	
<i>Project</i>	
1	All Districts - Implement Retail Marketing and Business Recruitment Program, in collaboration with Office and Economic Development.
2	All Districts - Provide Business Development Resources, in collaboration with Office of Economic Development.
Program 2: Support Investment in Privately-Owned Property	
<i>Project</i>	
1	Niles Concept Plan Zoning and Parking Assessment District Policy Modifications, to support private investment.
2	Niles - Union Pacific Property Study Area – Site Disposition.
3	Irvington - Bay Street Streetscape Design Project.
4	Irvington Concept Plan Zoning Modifications.
5	Irvington – Conceptual Planning Assistance to Property Owners of Key Sites in the Area.
6	Centerville Unified Redevelopment Area Disposition and Development.
7	Centerville Specific Plan – Conceptual Planning Assistance to property owners of key sites.
8	Centerville - Support for Implementation of Center Theater Business Plan. (*)
9	All Districts - Commercial Rehabilitation Loan/Grant Program. (*)
Program 3: Invest in Public Infrastructure	
<i>Project</i>	
1	Niles - Union Pacific Property Study Area – Complete Master Plan, Design and Development of Town Square (*after completion of Master Plan work).
2	Niles Sign Program - Completion of Phases 1b, 2, and 3.
3	Irvington – Assist in Financing for Washington Grade Separation Project.
4	Irvington - Bay Street Streetscape Design Project – Public Infrastructure Improvements.
5	Irvington – Contribution to Irvington BART Station (dependent upon feasibility of Industrial Redevelopment Plan Amendment). (*)

6	Centerville Depot – Parking, Access and Platform Improvements. (*)
7	Centerville - Central Avenue Widening and Utility Undergrounding.
8	All Districts – Neighborhood Sidewalk and Landscaping Improvements (e.g. Roberts Avenue). (*)
9	All Districts- Municipal Parking and Private Parking Consolidation projects. (*)

Table 5-1B identifies Other Projects including new projects and projects that have been identified in the past but not yet implemented.

Table 5-1B

Other Non-Housing Projects

Projects	
1	Niles Depot – Restoration and relocation of train depot to downtown Niles.
2	Irvington – Washington Grade Separation Pedestrian linkages
3	Irvington - Parking Lot Acquisition
4	Irvington – Design and implement historic streetscape improvements and install building and sidewalk plaques (Bay Street Streetscape Project)
5	Centerville – Train Depot Second Platform, including passenger waiting shelter
6	Centerville – Streetscape Nodes and Gateways
7	Centerville - Joseph Street Building Façade
8	Centerville – Train Depot second parking access
9	Centerville – Completion of Train Order Semaphore Signal display at the Train Depot
10	Centerville – Implement Centerville Specific Plan
11	Centerville – Assist Parks and Recreation to create neighborhood parks and other outdoor recreational facilities
12	Industrial - Business Conference Center
13	Industrial – Redevelopment Plan Amendment
14	Industrial – Development of Pacific Commons Train Station
15	All Districts – Reserves for Acquisition and Development
16	All Districts - Commercial Rehabilitation loan, Unreinforced Masonry loan and design grant program

As with the suspended projects on the Priority Projects list, these projects would be reconsidered for funding, as funding becomes available. A comprehensive review of the Agency’s proposed expenditures will occur at a minimum annually during the Agency’s consideration of its annual Operating Budget and Project Appropriations Plan.